

ABSTRACT OF DISCLOSURE

A display apparatus having: a panel displaying a picture; a panel driver enabling the panel to display the picture; a scaler transferring an input image signal to the panel driver; a key input part generating a color change execution signal for the input image signal by manipulation of a user; and a controller modifying a voltage level value of the input image signal and transferring a modified input image signal to the scaler, if the input image signal transferred to the scaler is identical over a predetermined period of time, after receiving the color change execution signal from the key input part. As described, an embodiment of the present invention provides the display apparatus and the control method thereof providing the user with the information displayed on the screen and preventing screen modulation when identical display data are displayed on the screen over the predetermined period of the time.